Permit #F00022428-A

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00022428-A **Type of Permit:** FILMING **Release Date:** 12/02/2009

Production Company DNA INC

Insured Company Name DNA INC

Contact Phone No. 1 323-463-2826
Contact Phone No. 2 323-436-2826
Fax 323-463-2535
Address 6535 SANTA MONICA BLVD, #B
HOLLYWOOD, California 90038

Production Title ALLSTATE INSURANCE

Type of Production Commercial - Standard

Producer Paul Ure

Director Marc Webb

1st AD TBD TBD

Production Manager Alex Fisch

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Alasdair Boyd
Primary Phone Mobile - 213-618-2643
Secondary Phone Office - 323-463-2826

Location Assistant N/A N/A
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$76.00
FILMLA FILM PERMIT RIDER FEE	$100.00
LA CITY FIRE SAFETY OFFICER	$64.00

Total Permit Fee $240.00

Number of Locations 1

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Summary Information — Location

Location 1 of 1

Permit Number	F00022428-A	**Location Manager**	Alasdair Boyd
Production Company	DNA INC	Primary Phone	Mobile - 213-618-2643
Insured Company	DNA INC	Secondary Phone	Office - 323-463-2826
Production Title	ALLSTATE INSURANCE		

Location Address 2650 N Commonwealth Ave, Los Angeles, CA, 90027

Location Names GRIFFITH PARK - CEDAR GROVE, VISTA DEL VALLE & VISTA HELIPAD

Location Type Park

Location Description

Film Dates 12/2/2009 - 12/2/2009 03:30 - 11:00

Open or Closed to the Public Open

Generic Conditions
Must comply with attached Rec & Park Conditions
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents
DNA.AllState.22428.AL.pdf
DNA.AllState.22428.PARK1.pdf
DNA.AllState.22428.PARK2.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	6
Cast/Crew vehicles	45
Cube Trucks	4
Generator	1
Motor Homes	2
Picture vehicles	2
Stakebed Trucks	2
Vans	4

Personnel on Location

Type	Quantity
Cast	5
Crew	50
LA City UFSO assigned	24624
Rec & Park Monitor required	2

Filming Activities Exterior Dialogue; Exterior establishing shots; Equipment parking on Vista Del Valle; Park monitor to meet at Travel Town at 0330 hrs for access; Wet down and dolly track on helipad (using hydrant); All on park property;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note FILMING AT VISTA DEL VALLE HELIPAD

Coordinator Note Rider A extends end time from 1000 hrs to 1100 hrs; collects UFSO and park monitor fees

Coordinator Note
FILMING AT VISTA HELIPAD & CATERING AT BOYSCOUT ROAD
1 park monitor required for scout 11/25 0530-0800 hrs
1 park monitor required for scout 11/29 1530-1730 hrs
1 gate monitor required 12/2 0330-0430 hrs
2 park monitors required 12/2 0430-1100 hrs

Parking **Base Camp** **Crew Parking**

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Summary Information

Location

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Production Company DNA INC
Insured Company DNA INC
Production Title ALLSTATE INSURANCE

Location Manager Alasdair Boyd
Primary Phone Mobile - 213-618-2643
Secondary Phone Office - 323-463-2826

Location Type : Location
Street : Vista Del Valle

Location Type : Location
Street : Boyscout Rd

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ATTN: TIM FX: (213 977 8601)

APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of DNA INC ("Principal") and am
Name of "Principal" / Production Company

authorized to enter into binding contractual agreements on Principal's behalf. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILM L.A., INC.* for any city , county or other jurisdiction where *FILM L.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILM L.A., INC.* and any city, county or other jurisdiction where *FILM L.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILM L.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated 12-1-09 By _____ SIGN HERE
Representative's Signature

DNA, Inc
Name of "Principal" (Production Company)

DNA INC.
Principal's Address

MICHAEL ANGELOS
Print Principal Representative's Name

6535 SANTA MONICA BLVD.
L.A. CA 90038
City, State, Zip Code

SUPERVISING PRODUCER
Representative's Title (i.e. UPM, LocMgr)

310-666-8066
Principal's Telephone Number

NOT A CONTRACT
PLEASE SIGN

Permit #F00022428-A

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

VISTA HELIPAD FILMING GUIDELINES

- An on site Fire Inspector must be present as determined by LAFD.
- In event of an emergency, the Fire Inspector, along with the Park Film Monitor, will direct as necessary to vacate the Helipad or evacuate the park. This directive will be strictly enforced regardless of the status of film activity. **Location Manager must be aware of this risk.**
- Vehicles parked on the Helipad must be parked and attended in such a way as ALL vehicles can vacate the Helipad within 5 minutes.
- No standing sets, catering trucks, generators, dressing rooms, or other equipment that cannot be readily moved or driven off is allowed on Helipad.
- All vehicles & trucks on Vista Del Valle must be parked along one side of the road only.
- When vacating the premises, vehicles must vacate as to not damage the Helipad surface. Watch for raised edge as to not “bottom out” on the Helipad. Company will be held responsible for restorations.
- Pyrotechnics, stunts and special effects require approval of the Park Film Office.
- Production companies are responsible for monitoring the initial gate leading up to the Helipads.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
- Failure to comply with these smoking guidelines may result in a fine.

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City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.

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(VISTA HELIPAD & VISTA DEL VALLE)

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- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
- Large trucks MAY NOT enter/exit thru residential streets from 10:30pm-7am (Vermont, Hillhurst, Commonwealth, Fern Dell).
- If the company needs to enter or exit the park prior to 7am or after 10:30pm must be routed up Mt. Hollywood via Travel Town side.
- MAY NOT access roads thru Commonwealth Ave. MUST use Vermont Ave. or Hillhurst Ave. NO EXCEPTIONS.
- Must adhere to written guidelines for the Vista Helipad.
- OK to park trucks along Vista Del Valle.
- Must park all vehicles along one side of the paved road on Vista Del Valle. Must maintain emergency access lane at all times.
- Company must not block trails at any time.
- OK to crew park and cater at Boyscout Road.

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